

Message Text

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PAGE 01 TOKYO 01616 061122Z

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SUBJECT: TOUR DEVELOPMENT PROJECTIONS AND RESULTS

SUMMARY: DETAILS OF STATISTICAL COMPARISONS FOR FIVE CONTRACTED
TRAVELWHOLESALERS. END OF SUMMARY.

JW 5-234RE WJ 5-115-OMD

1. KNT PROJECTION WAS 8190 PAX AS STATED CMP PAGE 21.30. KNT
ESTIMATES FINAL SALES OF 8500 PAX, AN INCREASE OF 35 PER CENT
COMPARED TO JFY73 6300 PAX.
2. JTB EXPECTS 83 PER CENT OF PROJECTION WHICH THEY STATE IS
ACCEPTABLE FOR A RECESSION YEAR. BETWEEN APRIL AND DECEMBER 1974
JTB SENT 9262 PAX TOMAINLAND, 30 PZRCENT OVER SAME PERIOD 1973
FIGURE OF 7124 PAX. HAWAII 27,711 PAX..92 PER CENT OF 30,120 PAX
FOR SAME PERIOD 1973. GUAM 20,387 PAX 85 PERCENT OF 23,984
PAX FOR SAME PERIOD 1973. DESPITE
SLIGHT UNDERACHIEVEMENT, WE GRATIFIED TO SEE LARGEST FIGURES IN
MOST EXPENSIVE, LONG HAUL MAINLAND TRAFFIC.
3. JCT, ALTHOUGH UNABLE TO RACH PROJECTED INCRESE, SHOWS
MAINLAND SALES UP 6 PR CENT OVER APRIL - DECEMBER 1973, WHILE
OTHER DES-
TINATIONS DOWN: HAWAII 89 PERCENT OF APRIL - DECEMBER 1973, GUAM
75 PERCENT EUROPE 90 PERCENT, SOUTHEAST ASIA 69 PERCENT. JCT
HAS BEEN HARDEST HIT OF ALLWHOLESALERS BY GOJ REGULATIONS AFFECT-
ING TRAVEL, FLIGHT FREQUENCY, SEAT CAPACITY AND DESTINATION PRO-
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PAGE 02 TOKYO 01616 061122Z

MOTION. IN ADDITIN, THEY HAD A PROLONGED LABOR DISPUTE WHICH

SEVERAL LIMITED THEIR ABILITY TO CONDUCT BUSINESS.

4. WHO AT 83 PERCENT OF PROJECTION IS SATISFACTORY TO US. THEY
FEEL THEY WILL EXCEED PROJECTIONS.

5. NTA HAD A CHANGE IN COMPANY POLICY FORCED BY UNFAVORABLE
ECONOMIC CONDITIONS WHICH RESULTED IN THEIR PUSHING NTA PACKAGED
TOURS MARKETING WITHOUT MACH BRAND NAME THROUGH OWN OUTLETS INSTEAD
OF PUSHING MACH TOURS THROUGH OWN AND OTHER OUTLETS. THIS DECISION
TAKEN FOR STATED REASON OF ELIMINATING COMMISSION PAYMENTS TO NON-
NTA OUTLETS. RESULTS HAVE BEEN DISPATCH OF 3000 PAX TO WEST COAST
APRIL - DECEMBER 1974 ON TOURS NOT COVERED UNDER CONTRACT WITH
US. ANOTHER 500 PAX EXPECTED TO TRAVEL BY END OF MARCH 1975.
THUS, ALTHOUGH OUR RECORDS SHOW LOW FIGURES TO USA, NTA RECORDS
SHOW INCREASE OF 50 PER CENT OVER APRIL - DECEMBER 1973.

FIGURES FOR MAINLAND CAN BE SUMMARIZED AS FOLLOWS FOR PERIOD
APRIL 1974 TO MARCH 1975:

WHOLESALER	PROJECTION RESULTS	ESTIMATED CHANGEOVER
	APR-DEC 74 FINAL	APR 73-MAR 74
KNT ENT	8,190	6765(80PERCENT) 8500(103 PERCENT) PLS 135PERC
JTB ENT	14,000	9262(66PERCENT) 11,700(83PERCENT) PLS 130PERC
JCT CENT	14,400	7372(51PERCENT) 9,200(65PERCENT) PLUS 106 PER
WTO CENT	8,300	6908(83PERCENT) 9,300(112PERCENT) PLUS 300 PER
NTA ENT	3,500	1441(41PERCENT) 2,000(57PERCENT) PLUS 150PERC

FIGURE IN PARENTHESES INDICATE PERCENT OF PROJECTION ACHIEVED AND
ESTIMATED PERCENT FINAL ACHIEVEMENT.

ABOVE NOTWITHSTANDING, CONTRACTS HAVE SO FAR PRODUCED 31,747 PAX
AND DOLS 17,143,380 INCREMENTAL FIGURES IN NINE MONTHS, WITH THREE
MONTHS RESULTS STILL TO BE REPORTED. WE FEEL DOLS 17 MILLION
RETURN ON DOLS 264,000 INVESTMENT COMMENDABLE INTERIM RESULT.
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PAGE 03 TOKYO 01616 061122Z

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